

**STUDENT DECISION MAKING PROCESS ON
THE PURCHASE OF NEWSPAPER IN KLANG
VALLEY AND SELANGOR: (CASE STUDY ON
KOSMO! NEWSPAPER)**

NABIL FIKRI HUSSIN

**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2007



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

“DECLARATION OF ORIGINAL WORK”

I am Nabil Fikri Hussin, (I/C Number: 841009-14-5529)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature:

Date: 11/5/17

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
CHAPTER 1: INTRODUCTION	2
1.1 Background of Study	4
1.2 Problem Statement	5
1.3 Research Questions	6
1.4 Research Objectives	7
1.5 Theoretical Framework	8
1.6 Significance of Study	8
1.7 Scope of Study	10
1.8 Limitation of Study	11
1.9 Definition of Terms	12
CHAPTER TWO: LITERATURE REVIEW	
2.1 Family	15
2.2 Social Class	15
2.3 Culture	15
2.4 Need Recognition	16
2.5 Prepurchase Search	17
2.6 Evaluation of Alternatives	18
2.7 Motivation	19
2.8 Personality	19
2.9 Perception	20
2.10 Consumer Learning	21
2.11 Attitude	22
2.12 Actual and Desired States	23
2.13 Past Experience	23
2.14 Search External Information	23
2.15 Evoked Set	24
2.16 Criteria Used for Evaluating Brands	25
2.17 Lifestyles	25
2.18 Extent of Consumer Decision Making	27
2.19 Introvert and Extrovert	28
2.20 Consumer Decision Making Process	28
CHAPTER THREE: RESEARCH METHODOLOGY	
3.1 Research Design	31
3.2 Population	31

	PAGE
3.3 Sampling	31
3.4 Data Collection Method	33
3.5 Data Analysis and Interpretation	36
CHAPTER FOUR: DATA ANALYSIS	
4.1 Reliability Testing	39
4.2 Respondent Profile	39
4.3 Newspaper That Usually Read	40
4.4 Firm's Marketing Mix	42
4.5 Sociocultural Environment	44
4.6 Cross-Tabulation between Firm's Marketing Efforts and Sociocultural Environment	45
4.7 Need Recognition	
4.8 Prepurchase Search	49
4.9 Evaluation of Alternatives	50
4.10 Cross-Tabulation between Decision Making Process and Psychological Field	58
4.11 Cross-Tabulation between Decision Making Process and External Influences	59
CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS	
5.1 Conclusions	61
5.2 Recommendations	64
BIBLIOGRAPHY	68
APPENDICES	
Appendix I - Questionnaire	
Appendix II - Lengthy Charts	

Abstract

This is a research on student decision making process on the purchase of newspaper and its case study is on Kosmo! newspaper. This research will focus on the Process stage of consumer decision making process. In Process stage, there are three elements that consumers involved in the process. That is Need Recognition, Prepurchase Search and Evaluation of Alternatives.

There are three Research Questions in this research. First, what is the type of need that consumers involved in Need Recognition, is it Desired Need and Actual Need? This research will identify which type of need that associate with them when they make decision to purchase newspaper. Second, in Prepurchase Search, from where do the consumers gather the information, is it from Past Experience or from the Promotional Activities? This research will find out which source is consumers more preferred when they gather information about the newspaper they intend to purchase. Third, is there any relationship between Evaluation of Alternatives elements: that is Lifestyle, Criteria Used to Evaluate Brand and Evoked Set? This research will identify the relationship of those three elements and their influences to consumers when they evaluate the alternatives that are best for them. From the interpretation of the data, it answered the research questions. In Need Recognition stage, newspaper purchase is a desired need and consumers are more preferred to gather information from Promotional activities in Prepurchase Search stage. And finally, in evaluation of alternatives, consumers select brand based on their Lifestyles, Criteria Used to Evaluate Brand and Evoked Set.